



# 10<sup>TH</sup> NATIONAL MARKETING CONCLAVE

14<sup>th</sup> September, 2019

Delivering  
**Customer Value**  
Proposition through  
**Marketing Analytics**

[markcon.ksom.ac.in](http://markcon.ksom.ac.in)

## Introduction

Today's consumer landscape and the larger global market are increasingly diverse. With prospects spread across various socioeconomic, geographic, and ethnic areas, understanding these differences is critical to successfully reaching your targeted customer in a meaningful way. However, recognizing these differences to fine tune your offerings is the call of the day.

With more and more information flooding consumers every hour of the day, your customers are growing less tolerant of brands who misunderstand their needs and wants. When paired with the diversity of consumer set, understanding unique consumer needs is even more challenging.

All customers are not alike. Focusing on these consumers at the individual level allows you to demonstrate a deeper understanding of the market and those you're trying to target. This approach also helps you assess the value you provide to the customer rather than simply assessing the value of the consumer.

Marketing analytics is fundamentally changing both business and consumer marketing across the customer life cycle. It is transforming the focus from products and channels to a focus on the customer. Marketing analytics is used to improve strategies to acquire new customers, to grow customer lifetime value, and to retain more customers over time.





## About the Conclave

The Marketing Conclave is an annual convention, organised by KIIT School of Management (KSOM), and attended by industry leaders from the Marketing world as well as academicians from prestigious institutes. **The 10<sup>th</sup> National Marketing Conclave** will be held on the theme **“Delivering Customer Value Proposition through Marketing Analytics”** The conclave will have inaugural address, key-note speeches and panel discussions in the first half followed by interactive group coaching named as “Marketics” on various sub-themes in the second half of the day. It would also have undergraduate and postgraduate student contests.

## Marketics: Group Coaching themes for the conclave

### **01** Integrating the value process and the relationship marketing

Creating customer value is increasingly seen as the next source of competitive advantage. It is also of major and increasing concern to consumers and marketers. It is time to critically understand different prospective of value; and evaluate how these views of value are being addressed in the context of relationship marketing.

### **02** Digital Content Marketing

Digital Content Marketing has been viewed to aid the development of consumer connections and attachment to brands, thereby contributing to firm performance. Pertinent digital content has been acclaimed as an important marketing tool.

### **03** Value Based Marketing and Sales of Industrial Services

Manufacturing companies are now leveraging value based marketing and sales. Services are increasingly delivered by digital means and thereby difficult to grasp for customers. With digital technologies, smart services have become cornerstone of industrial product service systems.

### **04** Retailing technology: Value addition to Physical Store

By creating a multichannel experience, brick and-mortar retailers are undertaking digital engagement with physical shoppers on their journey with a personalized shopping experience.



**05 Market driving at Bottom of the Pyramid**

Market driving for the purposes of ‘societal change’ is largely unexplored in emerging market contexts. Social enterprises are able to change the rules of the game within emerging markets and enable more opportunities for inclusive growth.

**06 Marketing in the Network Economy**

Marketing will be more a consumer consulting function than a marketer of goods and services. In all the networks, marketing operates less in the service of a given function or unit than it does on behalf of the marketplace as a whole and its customers. It is likely we will experience power transfer to a more organized consumer.

**07 Experiential Marketing**

Traditional marketing views consumers as rational decision-makers who care about functional features and benefits. In contrast, experiential marketers view consumers as rational and emotional human beings who are concerned with achieving pleasurable experiences.

**08 Consumer Brand Engagement**

Consumer Brand Engagement is expected to contribute to the development of enhanced insight into consumers’ specific cognitions, emotions and behaviors during particular brand interactions, which may be used for re-thinking or redesigning the nature of specific consumer/brand interfaces for enhanced effectiveness.

## Programme Details

TIME	SESSION DETAILS
9.00 AM - 9.30 AM	Registration of Delegates
9.30 AM - 10.30 AM	Inauguration and Keynote Address
10.30 AM - 10.45 AM	Announcement of Winners of the Pre-conclave Competitions
10.45 AM - 11.00 AM	TEA BREAK
11.00 AM - 12.15 PM	1 <sup>st</sup> Panel Discussion on the Theme: <b>Mapping Customer DNA</b>
12.30 PM - 1.45 PM	2nd Panel Discussion on the Theme: <b>Marketing Analytics will Replace Marketers with Machine?</b>
1.45 PM - 2.30 PM	LUNCH
3.00 PM - 4.15 PM	<b>Marketics</b> - Parallel Group Coaching Sessions on Conclave Sub-themes
4.30 PM ONWARDS	“CHAI PE CHARCHAA”

## Who Should Attend?

**Students** having an inclination towards marketing must look forward to be a part of the conclave and benefit from the discussions and interaction with the Industry experts. It is also an opportunity to test their marketing acumen by participating in the business contests.

**Industry Experts** shall share this platform with other stalwarts from industry as well as academia to discuss and debate on diverse issues concerning the future of Indian marketing. It is also opportunity for them to interact with the young minds to get a fresh perspective on various aspects of Indian marketing scenario.

**Academicians** can utilise the conclave to share their thoughts on the future of Indian marketing world with participants from industry as well as with students.



**FLASHBACK  
2018**

### Speakers of Previous National Marketing Conclave



**Mr. Chakrapani Gollapali**  
Chief Business Officer  
Holidays, Yatra.com



**Mr. Sandip Das**  
Former MD  
Reliance Jio Infocomm



**Prof. Abraham Koshy**  
IIM Ahmedabad  
Chairman of The Federal Bank Ltd



**Mr. Dilip Cherian**  
PR Consultant, Widely considered  
the "Image Guru" of India



**Raamdeo Agrawal**  
Founder  
Motilal Oswal Group



**Prasad Routray**  
Vice President & Business Head  
Airtel Business



**Sagar Daryani**  
Co-Founder, CEO  
Wow! Momo Foods Pvt. Ltd



**Mr. Mahesh Shah**  
CEO, HomeTown at  
Future Retail



**KIIT School of Management (KSOM)** is a constituent unit of KIIT Deemed to be University, established under section 3 of the UGC Act, 1956. This is the 25th year of its existence. The National Institutional Ranking Framework (NIRF) has ranked KSOM in the top one percent of five thousand plus B-schools in India since last two years. It has been rated in 'A' Grade by National Accreditation and Assessment Council (NAAC). The school is an SAP University Alliances partner and also has tie-up with Dassault Systems, a world leader in Product Lifecycle Management solutions.

**Kalinga Institute of Industrial Technology (KIIT)** with an impressive cluster of 28 academic campuses spread across 25 square kilometers, has the unique distinction of becoming the youngest educational institution in the country to be declared as Deemed to be University (U/S 3 of the UGC Act, 1956). Recently it has been conferred with category 'A' status by Ministry of HRD, Govt. of India.

However, the jewel in the crown has been Kalinga Institute of Social Sciences (KISS), where more than 27000 children from lesser known tribes are being provided free boarding, lodging, education and vocational training. It is education coupled with empathy that makes KIIT stand out from the rest.

**Kalinga Institute of Social Sciences (KISS)**, Bhubaneswar, India is a fully free, fully residential home for more than 27000 poorest of the poor indigenous children who are provided holistic education from Kindergarten to Post Graduation along with lodging, boarding, health care facilities besides vocational, life skill empowerment. With an humble beginning in 1992-93 with only 125 students, it has now become World's largest residential institute for indigenous children. The Institute plans to educate 2,00,000 poor indigenous children over the next decade by setting up branches in 30 districts of Odisha and all the states of India.



**KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY**  
Deemed to be University U/S 3 of the UGC Act, 1956  
**SCHOOL OF MANAGEMENT**

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